

## PEDAGOGICS

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### **Education service as an object of market relations**

The article considers the views of educational services as multifactorial process, which bring together a set of its characteristics. It is analyzed the specific characteristics of services for the implementation of educational programs. The mechanism of the provision of educational services in the region is taken into account. It is also stated the view of the submarket economic education as part of the education market specific purpose and name, which is actively manifested processes of competition through segmentation, diversification, integration.

Key words: market, educational services, educational services market, competition, competitive advantage, main features of educational services, segmentation, diversification, integration scheme.

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